

FORM PTO-1390
(REV 10-97)

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

DATE: July 13, 1998

**TRANSMITTAL LETTER TO THE UNITED STATES
DESIGNATED/ELECTED OFFICE (DO/EO/US)
CONCERNING A FILING UNDER 35 U.S.C. 371**

EXPRESS MAIL LABEL NO.
09/101612ATTORNEY DOCKET NO.
09/101612US APPLICATION NO.
09/101612INTERNATIONAL APPLICATION NO.
PCT/GB97/00096INTERNATIONAL FILING DATE
10 January 1997PRIORITY DATE CLAIMED
11 January 1996

TITLE OF INVENTION

VISUAL INFORMATION SYSTEM

APPLICANT(S) FOR DO/EO/US

MARGETSON, Guy Edward John; HEDGES, Thomas Andrew; WYATT, Roy

Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:

1. ☒ This is a **FIRST** submission of items concerning a filing under 35 U.S.C. 371.
2. ☐ This is a **SECOND** or **SUBSEQUENT** submission of items concerning a filing under 35 U.S.C. 371.
3. ☒ This is an express request to begin national examination procedures (35 U.S.C. 371(f) at any time rather than delay examination until the expiration of the applicable time limit set in 35 U.S.C. 371(b) and PCT Articles 22 and 39(1).
4. ☒ A proper Demand for International Preliminary Examination was made by the 19th month from the earliest claimed priority date.
5. ☒ A copy of the International Application as filed (35 U.S.C. 371(c)(2)).
 - a. ☒ is transmitted herewith (required only if not transmitted by the International Bureau).
 - b. ☒ has been transmitted by the International Bureau.
 - c. ☐ is not required, as the application was filed in the United States Receiving Office (RO/LUS).
6. ☐ A translation of the International Application into English (35 U.S.C. 371(c)(2)).
7. ☐ Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371(c)(3)).
 - a. ☐ are transmitted herewith (required only if not transmitted by the International Bureau).
 - b. ☐ have been transmitted by the International Bureau.
 - c. ☐ have not been made; however, the time limit for making such amendments has NOT expired.
 - d. ☐ have not been made and will not be made.
8. ☐ A translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).
9. ☒ An oath or declaration of the inventor(s) (35 U.S.C. 371(c)(4))(unexecuted).
10. ☐ A translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371(c)(5)).

Items below concern other document(s) or other information included:

11. ☒ An Information Disclosure Statement under 37 CFR 1.97 and 1.98.
12. ☐ An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.
13. ☐ A FIRST preliminary amendment.
☐ A SECOND or SUBSEQUENT preliminary amendment.
14. ☐ A substitute specification.
15. ☐ A change of power of attorney and/or address letter.
16. ☐ Small entity claim with a copy of this transmittal letter attached.
17. ☒ International search report.
18. ☒ International preliminary examination report.
19. ☐
20. ☐
21. ☐

09/101612

U.S. APPLICATION NO. (If known, see 37 CFR 1.5) To be assigned		INTERNATIONAL APPLICATION NO. PCT/GB97/00096		ATTORNEY DOCKET NO. 32858/DBP/S307	
<input checked="" type="checkbox"/> The following fees are submitted: (see Note (1) below) Basic National Fee (37 CFR 1.492(a)(1)-(5)): Search Report has been prepared by the EPO or JPO \$ 930.00 International preliminary examination fee paid to USPTO (37 CFR 1.482) \$ 720.00 No international preliminary examination fee paid to USPTO (37 CFR 1.482) but international search fee paid to USPTO (37 CFR 1.445(a)(2)) \$ 790.00 Neither international preliminary examination fee (37 CFR 1.482) nor international search fee (37 CFR 1.445(a)(2)) paid to USPTO \$ 1070.00 International preliminary examination fee paid to USPTO (37 CFR 1.482) and all claims satisfied provisions of PCT Article 33(2)-(4) \$ 98.00 ENTER APPROPRIATE BASIC FEE AMOUNT = \$ 930				CALCULATIONS	PTO USE ONLY
Surcharge of \$130 for furnishing the oath or declaration later than <input type="checkbox"/> 20 <input type="checkbox"/> 30 months from the earliest claimed priority date (37 CFR 1.492(e)).				\$ 0	
Claims	Number Filed	Number Extra	Rate		
Total Claims	15+4 -20=	0	X \$22	\$ 0	
Independent Claims	2 -3=	0	X \$82	\$ 0	
Multiple dependent claim(s) (if applicable)			+ \$270	\$ 270	
TOTAL OF ABOVE CALCULATIONS =				\$ 1200	
Reduction by 1/2 for filing by small entity, if applicable. Verified Small entity statement must also be filed. (Note 37 CFR 1.9, 1.27, 1.28).				\$ 0	
SUBTOTAL =				\$ 1200	
Processing fee of \$130 for furnishing the English translation later than <input type="checkbox"/> 20 <input checked="" type="checkbox"/> 30 months from the earliest claimed priority date (37 CFR 1.492(f)).				\$ 130	
TOTAL NATIONAL FEE =				\$ 1200	
Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31). \$40.00 per property				\$ 0	
TOTAL FEES ENCLOSED =				\$ 1330	
Note (1): The basic national fee must be paid when filing this application. The 20-month time limit (37 CFR § 1.494) and 30-month time limit (37 CFR § 1.495) are not extendable.				Amount to be: refunded \$	
				charged \$	
<p>a. <input checked="" type="checkbox"/> Checks in the amounts of \$ <u>1,200.00</u> to cover the above filing fee as well as \$ <u>130.00</u> to cover the above surcharge fee are enclosed.</p> <p>b. <input type="checkbox"/> Please charge my Deposit Account No. _____ in the amount of \$ _____ to cover the above fees. A duplicate copy of this sheet is enclosed.</p> <p>c. <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. <u>03-1728</u>. A duplicate copy of this sheet is enclosed.</p> <p>NOTE (2): Where an appropriate time limit under 37 CFR 1.494 or 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the application to pending status.</p> <p>SEND ALL CORRESPONDENCE TO:</p> <p style="text-align: center;">D. Bruce Prout CHRISTIE, PARKER & HALE P.O. Box 7068 Pasadena, CA 91109-7068</p> <p style="text-align: right;">By <u>D. Bruce</u> D. Bruce Prout Reg. No. 20,958</p>					

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VISUAL INFORMATION SYSTEMS

The present invention relates to visual information systems.

Advertising is often presented in illuminated form consisting of an array of fluorescent lights. Such lights are usually switched on during the hours of darkness. The array occupies the same area as the image presented and consumes relatively large amounts of energy. Such systems are relatively inflexible in as much as the whole array needs to be rebuilt to display another image.

Other arrays of moving images are known in which an array consisting of a plurality of rows and columns of light sources are individually energisable to produce, for example, a moving message. Such arrays have several times more columns of light source than rows. Also, the size of the array is the same size as the image and consequently the wiring of individual light sources to the controlling circuitry and the complexity of the control circuitry are likely to be very costly.

It is an object of the invention to provide an improved visual information system.

According to the present invention there is provided a visual information system comprising an array consisting of a plurality of individually and selectively energisable light sources arranged in rows and columns, a memory for storing a program representative of a predetermined image, a controller actuatable to control the selection and sequence of energisation of the light sources within a predetermined time span in accordance with the predetermined program stored on the memory so that a viewer observing the array and being carried past the array at a predetermined speed will observe immediately following said predetermined time span the said predetermined image as an apparently stationary image occupying an area substantially larger than the area of

said array.

According to the present invention there is further provided a visual information display system comprising a fibre optic array in which one end of a bundle of optical fibres is arranged so that the ends of the individual fibres at one end of the bundle form a vertically elongate array of rows and columns and the ends of the individual fibres at the opposite end of the bundle are connected to an electro-optical interface unit, and means for supplying electrical signals to the interface unit to cause the array to display a succession of images in sufficiently quick succession that a viewer being carried past the array perceives a single horizontally elongate display consisting of said successive images located side by side.

Visual information system embodying the invention will now be described, with reference to the accompanying diagrammatic drawings, in which:

Figure 1 is a front elevation of the system;

Figure 2 is a block diagram of the system;

Figure 3 is a more detailed block diagram of the system;

Figure 4 is a block diagram of another form of system embodying the invention; and

Figure 5 is an end view of a train passing through a tunnel and illustrating the positioning of the system.

The visual information system to be described is arranged to be located in tunnels through which public transportation vehicles such as tube trains normally run. The system consists of a series of light source arrays arranged at spaced intervals along the track on the side wall of the tunnel, generally level with the windows of the train so that the arrays can be viewed by the passengers in the train. A sensor located upstream of

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each array 2 is responsive to the approach of the train to the array to actuate the array. Another sensor 8 located downstream of each array is responsive to when the train has passed to deactivate the array 2. The sensors 6 and 8 may take the form of infrared transmitter and receiver pairs.

Each array 2 consists of four columns and sixty four rows of individually and selectively energisable light sources for example light emitting diodes.

Selected light sources in the array are switched ON and OFF by a controller 10 in accordance with a predetermined program stored in a memory 12. The controller is triggered by the sensor 6 and the program is cyclically repeated until a signal is received from the sensor 8.

The switching rate of the light sources and the duration of their energisation is such that a passenger sitting in the train and keeping his eyes directed at the array will observe an image several times wider than the width of the array.

The effect is achieved because with light flashes of very short duration, the reaction of the human eye to the flash persists long after the flash has finished. Thus, where a series of very short flashes occur over a short time span less than 0.015 seconds, all the flashes appear to the eye to have occurred at the same time and when the flashes are spaced from one another on the retina because the viewer has moved relative to the array, the eye perceives a composite light pattern which will persist for a short while immediately following the time span. It will thus be appreciated that a program can be created and stored in the memory 12 which will produce almost any desired image for the observer. The image may take the form of alpha numeric information or may take the form of an advertising poster.

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The block diagram of the system is more clearly shown in Figure 3.

As can be seen, the array 2 consists of a series of light emitting diodes 20. In this arrangement only sixteen are shown, arranged in a single column. Each LED has a power output of 32 mcd's and has a high switching speed with a switching time faster than 10 nanoseconds.

The controller 10 includes a driver 22 which acts to drive the LED's 20 through respective resistors 24. The driver 22 is controlled by a central processing unit (CPU) 26 which derives its instructions from terminal 1 of the memory 12 via resistors R36 and R34 which feed terminal 5 of the CPU. The memory 12 is in the form of an erasable programmable read only memory (EPROM).

The CPU 26 is triggered into action by a signal received on terminal 28 from the sensor 6.

The CPU cyclically repeats the program stored in the EPROM 12 at a repetition rate in the range of from 10-50 Hz but is preferably 15 Hz.

By updating the memory periodically the passengers will be able to observe different images.

When a large plurality of arrays are provided they can be divided into groups with the memory of the system in each group being updatable simultaneously. A central computer (not shown) is provided to store a plurality of different programs. The central computer is connected to each group to update the memory in each group with a new program depending either upon the time of day or the location of the group.

When a colour image is required, each light source of the array can be replaced by a row consisting of red, green and blue elements or a row consisting of red, green, blue and white light elements. Each element is selectively energisable. It will be appreciated that by having the program determine, the period of energisation

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of each light source, the shade of colour in the final image can be varied as required.

While the rows and columns in each memory can be varied, it is preferable that the ratio of rows to columns
5 in the array is 16:1 or greater.

In the embodiment shown in Figure 4, the optical array 20 consists of an array formed by the exposed ends of a bundle 22 of optical fibres. The opposite ends of the elctro-optical fibres of the bundle 22 are connected
10 to an electro-optical interface unit 24. Data representative of a desired image to be displayed is transmitted from a central computer 32 by radio optical or direct wire link to a data interface unit 30 which passes the signals to a processor 28 which in turn causes the
15 signals to be stored in a storage unit 26. The processor 28 is responsive to a local trigger such as the sensors 6 and 8 described in connection with Figures 1 and 2 or a remote trigger, to cause the elctro-optical interface to read out the stored data from the memory 26 and to cause
20 the corresponding image to be progressively reproduced on the display 20 in a manner such as that described in conjunction with Figures 1 to 3.

The central computer 32 can be programmed to send different displays to different groups of optical
25 arrays as required and alter the displays stored by the memories 26 at different times of the day, week and/or month.

In the embodiment show in Figure 5, a train 36 within a tunnel 34 carries an on-board transmitter 38
30 which is connected to an on-board or a remote central computer 32. Data from the computer 32 is transmitted by the transmitter 38 to a receiver 40 adjacent a display 20 mounted on the wall of the tunnel. The receiver is connected to the data interface 30 (see Figure 4) of the
35 display from whereon the system operates in the same

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manner as described in connection with Figure 4.

The transmitter and receiver may be acoustic, optical or radio. Also, the train may have an on-board speed monitor and data representative of the speed of the train transmitted to the processor 28 so that the processor can modify the rate that the electro-optical interface reads signals from the memory 26 in a manner to synchronise the display with the speed of the train.

In a modification, instead of the interface 24 reading signals from the memory 26, the memory 26 can be omitted and the signals read in real time from the processor 28.

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CLAIMS

1. A visual information system for use in connection with a carrier for carrying observers along a predetermined path, the system comprising an array to be located adjacent said path and consisting of a plurality of individually and selectively energisable light sources arranged in rows and columns, a memory for storing a program representative of a predetermined image, a controller actuatable to control the selection and sequence of energisation of the light sources within a predetermined time span corresponding to the persistence time of the human retina to light, and in accordance with the predetermined program stored in the memory, the rate of operation of the controller being set to correspond with the speed of the carrier past the array whereby an observer carried by the carrier past the array will observe said predetermined image as an apparently stationary image occupying an area substantially larger than the area of said array.
2. A system according to Claim 1, including sensing means for monitoring the passage of a carrier carrying said viewer past the array to actuate said controller.
3. A system according to Claim 2, wherein said sensing means comprises infrared sensing means arranged to activate said controller upon the approach of said carrier to the array and to deactivate the controller upon the departure of said carrier away from said array.
4. A system according to Claim 3, wherein the sensing means comprises a first infrared transmitter and receiver pair located upstream of the array and a second infrared receiver and transmitter pair located downstream of the array.
5. A system according to any preceding claim, wherein the controller is arranged to cyclically repeat the energisations specified by the predetermined program

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at regular intervals.

6. A system according any preceding claim, wherein the array consists of light sources of different colours and wherein the predetermined program specifies different durations of energisation of the different coloured light sources.

7. A system according any preceding claim, wherein said controller is arranged to complete one cycle of the predetermined program within a period of 0.015 seconds.

8. A system according to any preceding claim, wherein the ratio of rows to columns in the array is 16:1 or greater.

9. A system according to Claim 1, wherein each light source comprises a light emitting diode and the controller includes a driver for driving each light emitting diode, the driver being arranged to vary the period for which its corresponding diode is energised in accordance with the program stored in the memory.

10. An arrangement comprising a plurality of systems each according to any preceding claim and a main computer arranged to store a plurality of different programs each representing a respective image, said main computer being operable to replace the program stored in said memories with a program stored in said main computer.

11. An arrangement according to Claim 10, wherein said main computer is programmed to replace the program stored in selected ones of the memories in accordance with the time of day.

12. An arrangement according to Claim 10 or Claim 11, wherein the computer is programmed to replace the program stored in selected ones of the memories in accordance with the location of their associated arrays.

13. In a transport system, a path along which carriers can pass and a visual display system located adjacent said path, the display system comprises a fibre

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optic array in which one end of a bundle of optical fibres is arranged so that the ends of the individual fibres at one end of the bundle form a vertically elongate array of rows and columns and the ends of the individual fibres at the opposite end of the bundle are connected to an electro-optical interface unit, control means for supplying electrical signals to the interface unit to cause the array to display a succession of images and means for controlling the rate at which the control means supplies said signals in accordance with the speed of the carrier past the system, and within a time frame related to the persistence time of the human retina to light, whereby an observer on the carrier will perceive apparently simultaneously a single horizontally elongate display consisting of said successive images located side by side.

14. A system according to Claim 13, wherein the control means includes a remote computer for generating data representative of a desired display, a local data interface for receiving the data, and a processor for processing the received data and storing it in a memory, the processor being arranged to control the interface unit to respond to the data stored in the memory.

15. A display system according to Claim 14, wherein the carrier is a train, the path is defined by a train tunnel, and the array is mounted on the wall of the train tunnel and further comprising an on-board transmitter on a passing train to transmit data to the computer to supply the interface unit with said data.

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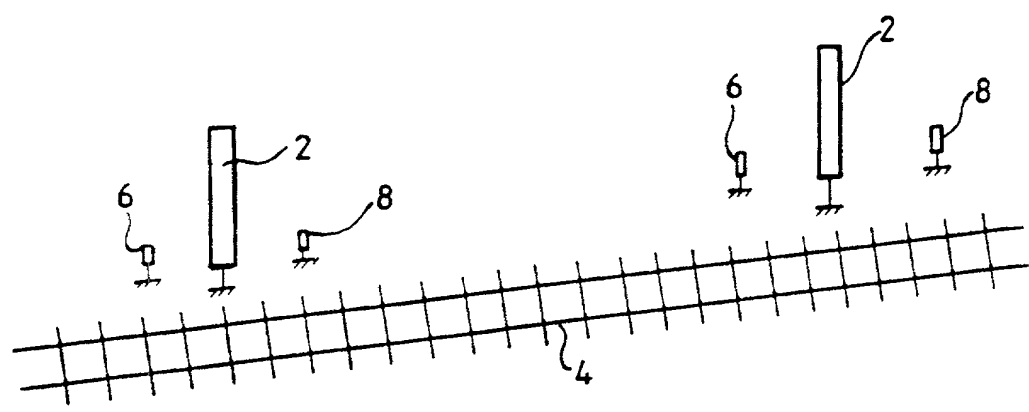


Fig.1.

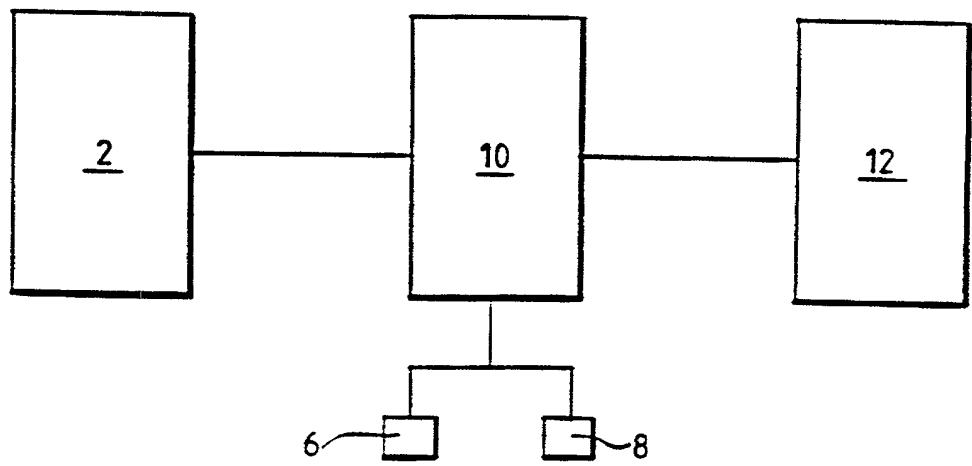
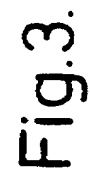


Fig.2.



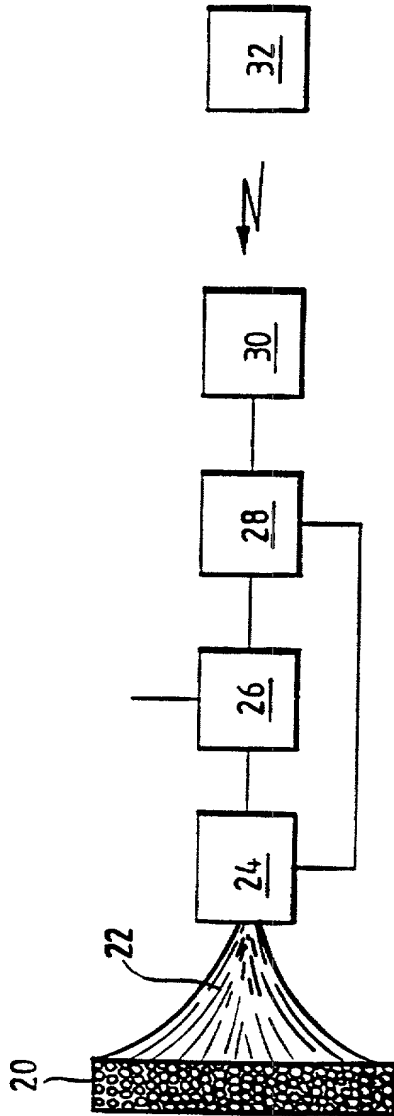


Fig.4.

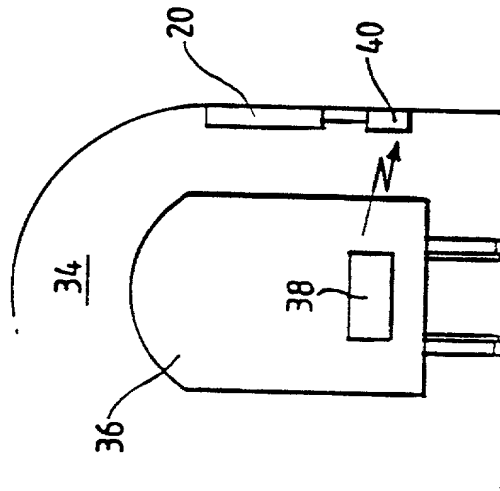


Fig.5.

Rev. 1/98

DECLARATION AND POWER OF ATTORNEY
FOR PATENT APPLICATIONS

PATENT

Docket No.: 32858/DBP/S307

Attorney:

As an inventor, I declare:

My residence address and citizenship are as stated next to my name. I believe I am the original, first and sole inventor (if only one name is listed below), or a joint inventor (if plural names are listed below) of the invention claimed in the patent application entitled:

(1) Visual Information Systems

the specification of which

(2) X is attached.(3) X was filed on 10 January 1997 as Serial No. PCT/GB97/00096 and was amended on 14 January 1998 (if applicable).

I have reviewed and understand the contents of the specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with 37 CFR § 1.56.

(4) I hereby claim the benefit under Title 35, U.S.C. § 119(e) of any United States provisional application(s) listed below.

Application Serial Number

Filing Date

Application Serial Number

Filing Date

(5) I claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) of the foreign application(s) for patent or inventor's certificate listed below, and I have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)

Priority Claimed

9600519.4United Kingdom11 January 1996X

Number

Country

Day/Month/Year

Yes

No

Number

Country

Day/Month/Year

Yes

No

(6) I claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below, and, insofar as this application discloses and claims subject matter not disclosed in the prior United States application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose material information as defined in 37 CFR § 1.56 which occurred between the filing date of the prior application and the national or Patent Cooperation Treaty International filing date of this application:

Application Serial Number

Filing Date

Patented/Pending/Abandoned

Application Serial Number

Filing Date

Patented/Pending/Abandoned

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

(7) **POWER OF ATTORNEY:** I appoint the following attorneys and agents of the law firm CHRISTIE, PARKER & HALE, LLP to prosecute this application and any international application under the Patent Cooperation Treaty based on it and to transact all business in the U.S. Patent and Trademark Office connected with either of them in accordance with instructions from the assignee of the entire interest in this application; or from the first or sole inventor named below in the event the application is not assigned; or from Saunders & Dolleymore in the event the power granted herein is for an application filed on behalf of a foreign attorney or agent.

R. W. Johnston	(17,968)	Vincent G. Gioia	(19,959)	Syed A. Hasan	(41,057)
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Thomas J. Daly	(32,213)	Craig A. Gelfound	(41,032)		

The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

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(8)

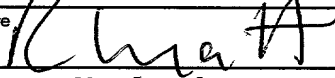
Full Name of First or Sole Inventor	Inventor's Signature	Date
<u>Guy Edward John Margetson</u>	<u>[Signature]</u>	<u>2 July 1998</u>
Residence and Post Office Address	Citizenship	
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GBX

**DECLARATION AND POWER OF ATTORNEY
FOR PATENT APPLICATIONS**

Docket No. : 32858/DBP/S307
Attorney :

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Full Name of Fourth or Joint Inventor	Inventor's Signature	Date
Residence and Post Office Address		Citizenship

Full Name of Fifth or Joint Inventor	Inventor's Signature	Date
Residence and Post Office Address		Citizenship

Full Name of Sixth or Joint Inventor	Inventor's Signature	Date
Residence and Post Office Address		Citizenship

Full Name of Seventh or Joint Inventor	Inventor's Signature	Date
Residence and Post Office Address		Citizenship

Full Name of Eighth or Joint Inventor	Inventor's Signature	Date
Residence and Post Office Address		Citizenship

Full Name of Ninth or Joint Inventor	Inventor's Signature	Date
Residence and Post Office Address		Citizenship

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